

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS, 10 SPRUCE ST., NEW YORK.

VOL. III. NEW YORK, DECEMBER 10, 1890. No. 24.

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Suggested by "Speculation in Advertising" in *Printer's Ink*, Nov. 5, 1890.]

THREE KINDS OF ADVERTISING AGENCIES.

OF ADVERTISING AGENCIES there are THREE KINDS:

1. Those with large experience and abundant capital, whose position has been attained only by careful study, hard work and sterling honesty; who have no specialties to urge upon a customer, but, making his interests their own, intelligently study how to secure the best results in each individual case. These do conscientious work, and *insist* on a fair profit on all business handled by them.
2. Those whose judgment of an advertiser's interest is influenced solely by their personal profits; who purchase the space of individual papers, make "lists," and recommend them as "just the thing" for every kind of advertising, and by skillful manipulation apparently show, to an ordinary observer, an enormous circulation for a comparatively small amount of money.
3. Those who are always eager for business at cost, or less, if necessary, and then, having contracted for thirteen consecutive insertions, give six or seven, every other week; or, for fifteen lines, and give thirteen; or under cover of furnishing electrotypes without charge, reset the advertisement in a smaller sized type, and thus save space; or, having contracted for a list of papers, place the advertisement in those yielding a profit, and then kindly offer to substitute better (?) papers for those on which there would be a loss; or, through the leniency of the advertiser, are allowed to discount those not placed, and thus turn a losing order into a profitable one.

A CHOICE NECESSARY.

THE ADVERTISER will find that the three kind of advertising agents above indicated, do actually exist, and that he must of necessity choose between them; and also, that the two last named largely outnumber the first, and though they frequently claim to do business "at cost," or even less, they, as a rule, make a larger profit than the first, and give the advertiser less value.

THREE KINDS OF ADVERTISING AGENTS! Which is best?

Every advertiser must make his own decision. For ourselves we only say, look us up and investigate our methods.

What was true in 1884 is true in 1890. Our position remains unchanged.

N. W. AYER & SON,
Newspaper Advertising Agents. PHILADELPHIA.

THE LADIES' HOME JOURNAL

Has one peculiar feature, viz: its pure tone, its chaste character, and its wholesome moral sentiments. It is quite surprising in this day of light reading and pernicious prints, that a journal of the solidity that this paper possesses, should gain a wonderful popularity in such a brief space of time. It shows, however, that the American people are not wholly incapable of appreciating a sincere effort or a good result. The lesson to publishers and editors, especially that class who imagine that they are compelled to publish vicious trash in order to find a market, is apparent.

The Ladies' Home Journal

has nearly a half a million subscribers—who know that an untrustworthy advertisement can not obtain admission to its columns. Their confidence is such that many of them will read and answer advertisements found only in the LADIES' HOME JOURNAL.

CURTIS PUBLISHING CO.,

PHILADELPHIA, PA.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, MARCH 27, 1890.

Vol. III.

NEW YORK, DECEMBER 10, 1890.

No. 24.

TYPOGRAPHY IN ADVERTISING.

The task of educating the average advertiser sufficiently to enable him to make a proper selection of type and ornaments for the display of advertisements is, indeed, a difficult one. He may be taught certain elementary lessons which will tend to improve his ideas, but beyond this, little is to be hoped for. The conventional gothic, clarendon, roman and antique are to him like so much Greek. Valuable space might easily be wasted, and to no purpose, because, after all, what benefit results from the knowledge that gothic is an angular letter and antique a modification of clarendon? For ordinary purposes, it is better for the inexperienced advertiser to trust the trained workmen employed on the papers running his "ad." Any particular line or lines that he desires to make more prominent than the rest can be communicated by underscoring the copy. My experience with the general run of advertisers is that a little knowledge is dangerous, and the less they dabble with technicalities the better for all concerned. Trained printers themselves disagree on selections of newspaper display type, and extensive advertisers will do well to place their advertising departments in experienced hands and devote their energies to other duties connected with their business. Especially important is this if the advertiser is about to establish a printing office. "Every man to his trade" is an old adage, but the man who invented it probably had in mind a trade akin to printing. To judiciously select everything needed, to carry out certain ideas with the least cash outlay, are matters which experience can best dictate.

The Wanamaker style of advertising without display has become very popular with large retail establishments. There is no doubt that specified bar-

gains set in pica old style are effective, owing chiefly to legibility, although the literary effort of this style is important. One thing I object to is the general absence of some display to overcome the stereotyped appearance. A neat type or engraved heading of the firm name would brighten it wonderfully. I also think it would be an improvement to use a small display whenever a special sale is to be inaugurated, such as "Overcoat Day," "Souvenir Day," etc. The effective write-up is supposed to command daily attention; but I think altogether too much is expected of it.

* * * * *

Large advertisers should make it a point to study the character and style of the papers they hold contracts with, and be governed accordingly when making a change of style. For a paper using medium light display type a better result can be obtained by furnishing an electrotyped composed of bold faces, like Washington, Lafayette, Quaint, Kitcat and other modern styles. The contrast obtained by this method is worth many glances. It would be better to divide country papers into two classes, preparing at least two styles of electros. The first class should consist of well-printed sheets, to whom electros, just type high, should be sent. For the other class a bold and very prominent style should be adopted, taking care that the blocks are a little more than type high, thus insuring a better appearance than is otherwise possible. For insertion in high-grade magazines, a judicious display of type, ornaments and face rule will prove effective. Never employ shaded border and ornaments in an "ad." There are really few desirable styles adapted to this class of work, including series 97, Johnson Foundry, Philadelphia; comb. ornaments, series K, Central Foundry, St. Louis; Daisy border, Cleveland Foundry, O.; Foster, Amhaggar and Powell comb. ornaments, and Polka Dot border, Union Foundry, Chicago. De-

signers of advertisements will find from the above list many useful adjuncts.

Ornamentation should always be employed with moderation, and never where white space would look infinitely better. To crowd reading and display with meaningless fakes is to spoil everything. With a proper design and plenty of room any "ad." is made more artistic and prominent by ornamentation. Above all things, never use a dark ornament with light display lines, or vice versa. Not long ago I noticed a full-page "ad." in a leading magazine, which was composed of fine shaded border for an outside frame. As might be expected, the ink filled up the fine lines, which presented a blotchy appearance. A heavy brass rule, such as is frequently used by PRINTERS' INK, would have been a more effective substitute. The advertisement was also crowded, and evidently the "spread" of some job printer. The latter class are prone to excessive rule and ornament display, which should never be allowed. A few brass rules and ornaments can be made very useful, when intelligently employed, but moderation should be the motto at all times. The time was when a display type of the plainest style was considered the proper standard; now it is different. The majority of newspapers are still fitted out with gothics and clarendons, partly because they can't afford to throw them away, and partly because the owners are behind their time. In high-class advertising large gothics are not only too common, but they lack the artistic grace of a modern face like Kitcat or Washington. In sizes below pica the objection is largely removed. In nonpareil the plain gothic more than holds its own, as it always will. It is better to buy new styles in series. A picking of this and a little of that prevents uniformity, and if anything spoils an advertisement more than another it is the display of many varieties of type where two or three would answer much better. For the mere satisfaction, I should like to furnish the metropolitan daily with an electrotyped advertisement of a double half column, in interest of a local business house. The effect would be worth noting.

The Royal Baking Powder is one of the best advertised articles in this country. Their "ads" as a rule, are

original and striking, but allowed to run too long without change. An "ad." of this character should be made "fresh"—if not in reading at least in style. To illustrate: The Royal is at present running in nearly half the papers they use a two-inch double-column wood-cut display, reading: "Royal Baking Powder, absolutely pure." The bold lettering stares you in the eye every time you turn to the page where it is located. The housewife declares "there's that old Royal stuck up at top of page again," and declines to read it over. The "ad." has accomplished something—in fact a good deal—but isn't there something in leaving a pleasant impression to even the crankiest housewife every time she runs into Royal? And here is my point. This same "ad." could remain in exactly the same form as at present, but receive a little judicious ornamentation for every week in the month, viz.: 1st week, run as at present; 2d week, alternate for the same design having a rough black border surrounding the text; 3d week, change to an electro same as last, but having hair line waves inside the border, causing a misty appearance to surround the bold lettering; 4th week, change for an electro same as last, composed of scattered polka dots in place of wave lines. After this somewhat artistic development, return to number one. I have in mind a porous plaster company who make one engraving of an "ad." last for six months or a year, and not one of them that I have ever seen compares with the Royal.

One word about electrotypes. Advertisers should insist upon having their plates mounted on good wood bases if long runs are intended, so they will remain type high. This for decently printed newspapers. The Cleveland Baking Powder "ads" recently sent out are celluloid on a cheap wood mount, and two or three washings cause them to swell up more than type high. What is the result? Many printers keep a jack plane to shave down the surplus wood, and very often the work is far from artistic—but it takes off the heavy impression wonderfully. The metal base is the only proper substitute, and I see they are coming into general use. By this method a series of thin top plates are made—at a saving—and one base fits all. How much more satisfactory to advertiser and publisher alike.

G. H. POWELL.

POOR POLICY.

There are some men who will spend a large amount of money in advertising in papers from one end of the country to the other, yet who are extremely parsimonious when it comes to the expenditure of a comparatively small sum in the preparation of the advertisement itself.

This is false economy.

Anything that makes an advertisement more effective is so much money in the pocket of the advertiser. What is the sense of paying \$5,000 for the insertion of a worn-out or unattractive cut when a five or ten dollar bill would replace it satisfactorily?

This same thing applies to the writing of the advertisement. The advertiser is apt to look at the writing or designing as a small thing for which a correspondingly small price should be paid.

What the advertiser pays for is not so much the actual labor represented by the finished advertisement, as the time and consideration devoted to the subject, the weighing of the different methods which *might* be adopted and the final choice of the best one. Good judgment is what the advertiser needs—and ought to be willing to pay well for.

A "catchy" advertisement is not necessarily a good one.

Here comes in the objection to the advertising "expert." He will get you up a "catchy" advertisement—perhaps. But what you need most of all you are not likely to get from him: good judgment. He is working for Brown, Smith, Robinson and twenty other advertisers. He has not the time—even if he had the inclination—to make so thorough a study of the character of your business as would result in a fair understanding of your necessities. Without this understanding what can you expect?

Yet the advertiser may to advantage employ and direct the brains of the "expert"—if he has any. This applies to cases where the advertiser knows exactly what he wants, and is therefore justified in going to the market afforded by the writer and buying the thing he is in search of.

Some of the men who have of late come into the field of advertisement writing in such large numbers are bright, clever, have ideas—all of that; yet, too often, the quality of good judg-

ment is lacking. Where this quality does exist, however, in combination with the others, it is worth paying for.

JOHN IRVING ROMER.

STRAY SHOTS.

Why is it that every merchant thinks that he is able to advertise his goods better than any one else can do it for him? For this is the rule—the exceptions only prove the case. Hundreds of men will admit that they are not as strong as their brethren, physically; thousands of men are devoid enough of vanity to believe that they are quite homely in appearance; countless members of the community disparage their own capacities in many specific lines. But where is the man who confesses that he has a bad judgment? Where is the man who does not believe that his judgment is a good one, whatever his failings otherwise may be? Is not this the whole case in a nutshell? Advertising is so far from being a limited capacity that it comes near of kin to the quality of judgment; and each partner in the house imagines that he can do it better than the other one. Not that he desires to do it actually, because the hard work incident to the office deters many men, who are nevertheless very quick to criticise and to object, because that takes no effort whatever.

* * * * *

Strange contrast—to-day and the day when the first advertisement was posted. Now if war is declared between two petty chiefs of South Africa, every civilized nation knows it at breakfast time; then Themistocles was defending Greece from the Persians, and desired the aid of the Ionian ships. Knowing that they were sailing in various directions, but must eventually enter some harbor of their own country, he had the following inscription or advertisement engraved on large stones, which he set up in their ports and watering places: "Let the Ionians, if it be possible, come over to the Greeks, from whom they are descended, and who now risk their lives for their liberty. If this be impracticable, let them at least perplex the barbarians, and put them in disorder in time of action." He thus "posted" the searoads leading to Ionia, announced the war and advertised the need of assistance.

ARTEMAS WARD.

THE PRIZE CONTEST.

PRINTERS' INK's prize contest closed, according to announcement, on the evening of December 1, and entries received later than this date have been excluded. All advertisements submitted in competition were duly turned over to the judge of the contest, Mr. Geo. P. Rowell, who has made his decision as follows:

NEW YORK, Dec. 2, 1890.

Editor of PRINTERS' INK:

I decide that the best double-column advertisement is the one furnished by Geo. H. Powell, of Peabody, Mass.

The best single-column advertisement is the one furnished by W. H. Eastman, of East Sumner, Me.

GEO. P. ROWELL

In accordance with the terms of this decision checks have been sent to Mr. Powell and Mr. Eastman. PRINTERS' INK has furthermore secured an article from the first prize winner on "Typography in Advertising," which appears on another page, and will be of interest in connection with the contest just concluded.

As was anticipated, a large number

of advertisements were entered representing every degree of merit. Doubtless many of those who have made entries will think their own advertisements better than the ones to which the prizes have been awarded.

The prize advertisements have been reproduced and will be found upon this and the opposite page. In a later issue we shall also print a number of those which have been considered good or striking, or in any way noticeable for being out of the commonplace. It is quite possible that some of these will be of value in suggesting new ideas in the matter of construction or display. In the preparation of many of the competing advertisements great pains have evidently been taken, a collection of twenty submitted by Mr. A. L. Teele, of New York, being particularly worthy of comment in this respect.

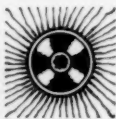
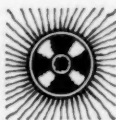
We purpose issuing the best of the prize advertisements—to number from 100 to 200—in pamphlet form, a copy of which will be sent to each competitor free of charge. When this is ready further announcement will be made in these columns.

FIRST PRIZE ADVERTISEMENT

PRINTERS' INK COMPETITION.

FOR 25 YEARS

GEO. P. ROWELL & CO



... Have successfully conducted an Advertising Bureau, during which time Millions of Dollars have been placed in their hands, unrestricted, for investment in judicious advertising. Never once has this confidence been abused. The patronage of such advertisers—those with an established credit—is solicited. There is PROFIT FOR BOTH.

ADVERTISING

"NEWSPAPER ADVERTISING," a manual of 256 pages, tells how to get the most service for the money. It is a valuable compendium, a reliable guide to the art of advertising. An epitome of methods which form the cap-stone of a ripe experience in newspaper advertising. Mailed to any address upon receipt of 25 cents. Address

GEO. P. ROWELL & CO., 10 Spruce St., New York.



Designed by G. H. Powell, Peabody, Mass.

DIFFERENT IDEAS OF ADVERTISEMENTS.

"I want my advertisement set up in large, plain type, and in a plain way. Remember, I am advertising my goods and not your ornaments or your workmanship."

The above remark was made by a prominent Chicago business man. The gentleman to whom he was giving the directions, replied:

"Now, look here, Mr. —, we are not advertising our work or ornaments, for our imprint is not on your advertisement. If your advertisement is set up attractively and carefully, don't you think that it will give your customers the impression that you are just as attentive to your goods?"

SECOND PRIZE ADVERTISEMENT

PRINTERS' INK COMPETITION.

We believe we have a thorough knowledge of all the ins and outs of newspaper advertising, gained in an experience of twenty-five years of successful business; we have the best equipped office, by far the most comprehensive as well as the most convenient system of

Geo.
P.
Rowell
&
Co.,

Newspaper
Advertising
Bureau,

10
Spruce
St.,
New
York.

placing contracts and verifying their fulfillment and unrivaled facilities in all departments for careful and intelligent service. We offer our services to all who contemplate spending \$10 or \$10,000 in newspaper advertising and who wish to get the most and best advertising for the money.

The "plain advertisement" gentleman sat down and thought about it. He then took a piece of paper from his pocket and said: "What do you think of this advertisement? Here are your ornaments and fancy type." The advertisement was indeed composed of nothing but ornaments and fancy rules, but they were arranged so inartistically that the whole effect was ruined, and it is no wonder that the merchant was disgusted with fancy advertisements.

Some job compositors seem to have an idea that the more fancy "twists" and "turns" they can get into an advertisement, the more artistic it looks. There is such a word as "overdoing," and this is the word that has to be used a great deal.

Again, a letter-head, advertisement or business card that is set up in handsome style gives one's customers and readers the impression that all one's business receives the same careful attention. However, ornaments, fancy figures and scrolls are not necessary to make an advertisement attractive. Plain, common type can be made to look excellent if properly handled by a skilled compositor. Some advertisers seem to think that compositors are mind readers, and know just how to set advertisements that will satisfy every one. A few hints given to them will be of great benefit and save time and trouble.

A man hurried into a printing office recently with a large page of writing and said: "I'm in a hurry for this advertisement. Have your compositor set it up in plain, black type."

Well, the job was set as per instructions, and the same fellow called in the office a few days later, and said: "Say, it's a wonder you would not get some fellows in here that know how to set up a decent advertisement. It's the worst job I ever saw. Too plain, altogether."

The foreman did not like to hear such uncomplimentary things concerning his compositors, and told the "chronic kicker" that they followed his instructions and set the advertisement accordingly.

Such is the life of a printer, and no one except themselves know what they are compelled to take off of these "chronic kickers" that are met everywhere in business and socially. They are everywhere, and, we might add, "The woods are full of 'em."—H. R. Yale, in *Artist Printer*.

Correspondence.

INDORSED BUT NOT ADVERTISED.

AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION.
NEW YORK, Dec. 1, 1890.

Editor of PRINTERS' INK:

The following editorial paragraph appears in the November 19th issue of PRINTERS' INK:

At a late meeting in New York of the Board of Directors of the American Newspaper Publishers' Association, it is reported that the question was discussed: "Which is the best Advertising Agency?" and the opinion expressed and almost unanimously indorsed was that Geo. P. Rowell & Co's Newspaper Advertising Bureau is entitled to be so designated; that it does its work in a more satisfactory and business like manner, and makes its remittances with greatest promptness and regularity.

Permit me the use of the same amount of space to prevent misapprehension and thereby justify the Executive Committee and the Association at large. No one was authorized by the Executive Committee to make the statement referred to. To give publicity to any opinion expressed by the committee in executive session would be a most reprehensible breach of confidence, unless duly authorized by official action. Members have perfect liberty to express their individual opinions, but the A. N. P. A. as a body, or through its representatives, reports the results of its deliberations exclusively to members, except those which are essentially of a public nature and so designated. This has been its recognized policy through its whole existence, and no departure therefrom has yet been made.

G. M. BRENNAN,
Manager of New York Office.

THE ORIGIN OF A PHRASE.

THE EASTMAN COMPANY,
Photographic Materials and Apparatus,
ROCHESTER, N. Y., Nov. 27, 1890.

Editor of PRINTERS' INK:

Your correspondent, Mr. Geo. W. Elliott, is misinformed as to the origin of the phrase "you press the button, we do the rest." I have personal knowledge of the origin of the phrase, and know that in its present terse form it is the coinage of Mr. George Eastman, the inventor of the kodak and originator of the word kodak.

T. A. MCINTYRE.

EXPRESSLY FOR FOREIGN "ADS."

EAU CLAIRE, Wis., Dec. 1, 1890.

Messrs. Geo. P. Rowell & Co.:

We accept your offer for _____ advertisement. Send cut. Will publish it in a supplement, but not in the regular paper. I have a supplement expressly for foreign advertisements.

GEO. E. GILKEY, Publisher of Gazette.

GOES TO AN ADVERTISING AGENT.

Extract from a Letter.

Trade journal advertising is quite different from general advertising. We employ, at a high salary, several solicitors, who are on the road or at certain centers of trade all the time. It is their business to see all possible advertisers. It not infrequently happens, however, that after they have spent a good deal of time, sometimes covering months, if not years, work-

ing up a party, that this party, for the purpose of securing a better rate, will go to an advertising agent and transact his business, rather than through our own representative.

AN EFFECTIVE ADVERTISEMENT.

From an Unidentified Exchange.

A Frenchman, whose wife deserted him, amused his neighbors by telling how he got her back without trouble. "Did I run after her and beg her to come back?" he dramatically asked. "No, I did not run after her, I just published in *ze papaire* zat I have drawn fifty thousand francs in *ze* lottery, and she was back much quicker *zan* in time."

CURIOUS TYPOGRAPHICAL ERROR.

From an Unidentified Exchange.

The following rather startling statement appeared in a local paper this week in a story about a Mrs. Lyons: "At the age of sixteen she ran away from her boarding school, with only a sovereign in her pocket, adopted the name of Hamilton, the first of many aliases she has assumed, took lodgings at a London hotel, and at that early age commenced a life of immortality."

WANTS.

Advertisements under this head 25 cents a line

GOOD WAGES and steady employment to a good, all-around Bookbinder, in a pleasant little city in Indiana. Address "BINDER," care PRINTERS' INK.

WANTED, an energetic Special Advertising Agent, with plenty of hustle and a good connection, to represent our monthly publication in the United States, or half of it. Circulation 40,000 per month. Address "WIVES AND DAUGHTERS," London, Can.

MR. THOMAS M. WILLEY, for two years the advertising man for Mrs. Harriet Hubbard Ayer and one of the prize winners in the Chicago News' contest, is open to an engagement in the advertising department of any first-class house. Mr. Willey's address is 61 Park Place, New York.

WANTED TO PURCHASE—A well established Republican or Independent Weekly Newspaper. What is desired is good, paying property, with plant in good condition, in a growing town or city of over 5,000 population. No run-down concerns wanted. For the right paper a fair price will be paid. Address "F. P. M.," care PRINTERS' INK.

EVERY ISSUE OF PRINTERS' INK is religiously read by many thousand newspaper men and printers, as well as by advertisers. If you want to buy a paper or to get a situation as editor, the thing to do is to announce your desire in a want advertisement. Any story that can be told in twenty-three words can be inserted for one dollar. As a rule, one insertion can be relied upon to do the business.

SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 25c. a line.

FIGARO.

Y. Argosy, 114,000 w.

A LLEN'S LISTS ARE strong.

FARMERS' CALL, Quincy, Ill.

BAPTIST AND HERALD, Dallas, Texas.

WIDE AWAKE, Boston. In its 16th year.

BABYLAND, Boston. In its fifteenth year.

THE PANSY, Boston. Now in its 17th year.

OUR LITTLE MEN AND WOMEN, Boston.

STORY-TELLER, Boston. Complete Stories.

D. LOTHROP CO. publish the above five.

SAN FRANCISCO BULLETIN is read by the purchasing class.

WEATHERFORD (Texas) CONSTITUTION, 1 in., 1 yr., \$22.80 net.

ADVERTISER & FARMER—25,000; \$2.50 an inch. Bay Shore, N. Y.

SAN FRANCISCO CALL has the most "Want" advertisements.

THE NEWS—Largest circulation in Kingston, Ont. Over 2,000 daily.

SAN FRANCISCO CALL is the best morning newspaper in California.

SAN FRANCISCO BULLETIN, the leading Evening Paper of California.

SAN FRANCISCO CALL is the people's medium and a family paper.

SAN FRANCISCO BULLETIN has the largest bona fide circulation.

BANNER, Lexington, Ky., 8-page monthly. Only display ads., and limited.

MR. I. V. BENNETT, Pittsford, N. Y., distributes circulars, &c. Price low.

NEW HAVEN NEWS.—Guaranteed largest morning circulation in Connecticut.

SAN FRANCISCO CALL is unequalled in circulation, character and influence.

THE ADVERTISERS' GUIDE. Mailed free by STANLEY DAY, New Market, N. J.

ADVERTISER AND FARMER, 25,000; \$2 an inch; 15th each month. Bay Shore, N. Y.

LEMARS SENTINEL, semi-weekly, reaches large constituency in Northwestern Iowa.

FIGARO—CHICAGO—Goes weekly to the best and wealthiest people of the city.

WESTERN FLOWMAN, 10,000 Dealers, 15,000 Farmers, every month. Moline, Ill.

SAN FRANCISCO CALL, estab. 1833; actual circulation: D. 55,063; S. 57,742; W. 22,846.

THE TOPEKA CAPITAL reaches more Kansas readers than any other publication.

THE TOPEKA DAILY AND WEEKLY CAPITAL thoroughly cover the State of Kansas.

THE TOPEKA CAPITAL has no rival as a newspaper or advertising medium in Kansas.

THE TOPEKA CAPITAL, published at Topeka, Kansas, is the newspaper of Kansas.

THE TOPEKA CAPITAL, published at Topeka, Kansas, is the advertising medium of Kansas.

BAPTIST AND HERALD, Dallas, Texas, 23,000 a week. In its 40th vol. Eastern office, 11 Tribune Building, N. Y.

DOCTORS read THE THERAPEUTIC ANALYST. Contains the best medical literature. Guaranteed issue over 5,000 m.

EVERY PUBLISHER of a newspaper, who wishes to attract the attention of advertisers, should advertise in PRINTERS' INK.

IF YOU WISH to advertise anything, anywhere, at any time, write to GEO. F. ROWELL & CO., No. 10 Spruce St., New York.

IF I had but \$1,000.00 to expend in advertising, I would expend it all in Allen's Lists. —Frank Finch, Seedsmen, Clyde, New York.

THE TOPEKA DAILY CAPITAL is the only morning paper published at Topeka, the capital of Kansas. It reaches every city in the State.

THE TOPEKA WEEKLY CAPITAL is read by all classes of Kansas farmers, and reaches over one thousand post-offices within the State.

THE attention of high-class advertisers is invited to THE ST. AUGUSTINE NEWS, F. G. BARRY, Publisher. General Office, Utica, N. Y.

YOU can run a local illustrated paper at a PROFIT. We will tell you how. ATLANTIC PUBLISHING COMPANY, 35 Warren St., New York City.

HERALD, Lake Arthur, La., is a superior advertising medium. We invite trial. One inch one year, four dollars, net. Get particulars and samples.

SCIENCE, published at New York, N. Y., is one of a select list of journals recommended to advertisers by Geo. F. Rowell & Co. as a desirable medium.

THE SOUTHERN HORTICULTURAL JOURNAL, Weatherford, Texas, is the leading horticultural paper of the South and has the largest circulation.

ADVERTISING matter carefully distributed immediately throughout the State, at reasonable rates. References if desired, J. FISHER, Campello, Mass.

GATES BROS. nail up signs, distribute circulars, papers, samples, etc., in Herkimer and surrounding counties. Address GATES BROS., Richfield Springs, N. Y.

GOOD NEWS; boys' and girls' paper; 16 pages; illustrated; circulation, 100,000. 50 cents a line. STREET & SMITH, Publishers, 23 to 31 Rose St., New York.

WE nail up signs, distribute circulars, sample copies, samples, etc., judiciously, at \$1.50 per thousand. —THE JOHN P. LASS CO., #6 W. 14th St., Chicago, Ill.

TEXAS BAPTIST AND HERALD, Dallas, Texas. The leading Baptist publication of the South-West. Now in its 40th volume. Eastern office, 11 Tribune Building, N. Y.

THE SMALLEST CIRCULATION of any journal of its class in the United States is claimed by THE NATIONAL BUILDING AND LOAN HERALD, Minneapolis, Minn.

THE LORD & THOMAS Religious Newspaper Combination is the medium for advertisers to reach the best buyers of the West. Lowest rate by all advertising agencies.

THE LEDGER, of Chicago, Ill., is one of the 100 publications in America that, according to a list published by Geo. F. Rowell & Co., circulate between 25,000 and 57,500 copies each issue.

ELECTROTYPES.—Reasonable rates; good and prompt work. Send for estimates. EASTERN ELECTROTYPING AND P. & CO. T. R. MAGEE, Manager, No. 37 Custom House St., Providence, R. I.

THE SOUTHERN MERCURY, Dallas, Tex., is one of the 100 publications in America that, according to a list published by Geo. F. Rowell & Co., circulate between 25,000 and 57,500 copies each issue.

CANADA, the new monthly, edited by C. Matthew Richey Knight, published at Benton, New Brunswick, just the thing for Canadian advertising. 50 cents an inch. Rates will be raised soon.

TO PRINT and mail a thousand postal cards costs not less than \$12.50; a quarter-page advertisement in PRINTERS' INK is printed more than TWENTY THOUSAND TIMES, and costs but \$12.50.

PAPER DEALERS.—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of **PRINTERS' INK.**

THE NEW ENGLAND FARMER, published at Boston, Mass., is one of a select list of agricultural journals recommended to advertisers by Geo. P. Rowell & Co. as a desirable medium in its particular field.

THE NEBRASKA FARMER, published at Lincoln, Neb., is one of a select list of agricultural journals recommended to advertisers by Geo. P. Rowell & Co. as a desirable medium in its particular field.

THE VOICE, published in New York City, is one of the 28 publications in the United States that, according to a list published by Geo. P. Rowell & Co., circulate between 100,000 and 150,000 copies each issue.

CIRCULARS AND SAMPLES carefully distributed, signs nailed up, etc., in Armstrong and adjoining counties. Rates reasonable. Sent stamp for rates. J. CUNNINGHAM, Manorville, Armstrong Co., Pa.

FARM AND HOME, published at Springfield, Mass., is one of the 27 publications in the United States that, according to a list published by Geo. P. Rowell & Co., have a regular average issue of more than 150,000 copies.

THE PRICE of the American Newspaper Directory is Five Dollars, and the purchase of the book carries with it a paid subscription to **PRINTERS' INK** for one year. Address: GEO. P. ROWELL & CO., Publishers, No. 10 Spruce St., New York.

A TWO-LINE NOTICE IN PRINTERS' INK, under heading of Special Notices, is brought to the attention of 20,000 advertisers every week for a whole year for \$26; 3 lines will cost \$39; 4 lines, \$52; 5 lines, \$65; 6 lines, \$78; 7 lines, \$91; 8 lines, \$104.

SALT LAKE TRIBUNE—Daily and Weekly. Largest circulation in Utah, Idaho, Montana and Rocky Mountain region. Read by everybody. Only seven (7) day paper, and best advertising medium in Utah. See Geo. P. Rowell & Co's list for verification.

THIS PAPER does not insert any advertisement as reading matter. Everything that does appear as reading matter is inserted free. The Special Notices are the nearest to reading matter that can be bought. The Special Notices are nearly as interesting as reading matter. The cost is 25 cents a line each issue for two lines or more.

KNOXVILLE, TENN.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE JOURNAL**, Daily and Weekly, is named for Knoxville.

SPRINGFIELD, MISSOURI.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE LEADER**, Daily and Weekly, is named for Springfield.

NORWICH, CONNECTICUT.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE BULLETIN**, Daily and Weekly, is named for Norwich.

I WILL GIVE \$100 IN GOLD to the individual who suggests the best way to spend \$5,000 advertising the *Utica* (N. Y.) Conservatory of Music. Any mean, may be suggested. Mr. Geo. P. Rowell, Editor **PRINTERS' INK**, and I will act as judges. The competition will close December 31st. Illustrated catalogue mailed free. LOUIS LOMBARD, Director.

ADVERTISERS.—I own a team. I will nail up signs, distribute circulars, etc., at reasonable rates, through Cumberland, Durham and Lancaster counties. **ROBERT STRONG**, Box 40, Shiremanstown, Pa.

THE MEDICAL BRIEF (St. Louis) has unquestionably the largest circulation of any medical journal in the world. *It shows its prosperity on its face.* Compare its paper, reading matter, advertisements, etc., with any other medical journal of same price. We furnish, upon request, *absolute proof of an excess of thirty thousand copies each issue.*

LOS ANGELES, CAL.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE TIMES MIRROR**, Daily and Weekly, is named for Los Angeles.

EAST TENNESSEE is the most progressive part of The New South. In Geo. P. Rowell's list of best newspapers, The Daily and Weekly **SENTINEL**, is named for Knoxville. Largest daily circulation guaranteed. The only paper in this section whose circulation requires a web perfecting press that prints 10,000 an hour. Samples and advertising rates upon application.

HERALD, SPRINGFIELD, MO.—Geo. P. Rowell & Co. publish a list of the representative daily newspapers issued in cities having a population of more than 20,000;—*the newspapers in each place which can be specially recommended to advertisers as coming up to the requisite standard of character and circulation.* **THE HERALD**, of Springfield, Mo., is included in this list.

PICAYUNE, New Orleans, La.—Geo. P. Rowell & Co. publish a list of the representative daily newspapers issued in cities having a population of more than 20,000;—*the newspapers in each place which can be specially recommended to advertisers as coming up to the requisite standard of character and circulation.* **THE PICAYUNE**, of New Orleans, La., is included in this list.

OHIO STATE JOURNAL.—The American Newspaper Directory and all other authorities on newspapers say that **THE OHIO STATE JOURNAL** is the leading newspaper in Columbus, Ohio, a growing and important city of ninety thousand. The circulation of the Daily averaged 12,500 for the past three months. The Sunday edition averaged 15,000 for the same period. Be sure to include it with your list.

THE RECORD, during the next 4 months, will be sent to all Farmers' Alliance Secretaries and Presidents in the States of Ga., Ala., Tenn., and to many in other States. This is the most desirable circulation that advertisers could want. One inch for these 4 great issues will cost \$5. Such a chance as this will never be offered again. Send in your order at once. Address, **THE AMERICAN RECORD**, Buchanan, Ga.

ADVERTISEMENTS PREPARED.—Whoever would spend a thousand dollars in advertising may safely invest a hundred dollars in securing the best possible advertisement for his purpose. We will prepare advertisements for any one; making in all cases a suitable charge for our professional services. We will attend to the writing, typesetting, engraving and electrotyping. Address **GEO. P. ROWELL & CO.**, Newspaper Advertising Bureau, 10 Spruce St., New York.

RHODE ISLAND.—For \$4.50 we will insert a one-inch advertisement, one month, in a list of Rhode Island newspapers, consisting of 5 Weeklies. Price for three months twice the price for one month. Five percent discount when check in full payment accompanies order. Orders are forwarded to publishers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address **GEO. P. ROWELL & CO.**, 10 Spruce St., New York.

WHENEVER an advertiser does business with our Advertising Agency to the amount of \$10, he will be allowed a discount sufficient to pay for a year's subscription to **PRINTERS' INK.** Address: GEO. P. ROWELL & CO., Newspaper Advertising Agents, No. 10 Spruce St., New York.

LOUISIANA.—For \$4.34 we will insert a one-inch advertisement, one month, in a list of Louisiana newspapers, consisting of 1 Daily and 1 Weekly. Price for three months twice the price for one month. Five per cent discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

ALABAMA.—For \$13.09 we will insert a one-inch advertisement, one month, in a list of Alabama newspapers, consisting of 3 Dailies and 3 Weeklies. Price for three months twice the price for one month. Five per cent discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

COLORADO.—For \$10.88 we will insert a one-inch advertisement, one month, in a small list of Colorado newspapers, consisting of 2 Dailies and 2 Weeklies. Price for three months twice the price for one month. Five per cent discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

DELAWARE.—For \$4.30 we will insert a one-inch advertisement, one month, in a small list of Delaware newspapers, consisting of 1 Daily and 2 Weeklies. Price for three months twice the price for one month. Five per cent discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

INDIANA.—For \$7.56 we will insert a one-inch advertisement, one month, in an excellent list of Indiana newspapers, consisting of 20 Dailies and 28 Weeklies. Price for three months twice the price for one month. Five per cent discount when check in full payment accompanies order. Orders are forwarded daily to the papers as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

MINNESOTA.—For \$8.13 we will insert a one-inch advertisement, one month, in a list of Minnesota newspapers, consisting of 1 Daily and 7 Weeklies. Price for three months twice the price for one month. Five per cent discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

ARKANSAS.—For \$11.50 we will insert a one-inch advertisement, one month, in a small list of Arkansas newspapers, consisting of 3 Dailies and 4 Weeklies. Price for three months twice the price for one month. Five per cent discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

WHENEVER an advertiser does business with our Advertising Agency to the amount of \$30, he will be presented with a complimentary copy of the **American Newspaper Directory**: a book of 1,450 pages, price \$5. G. P. ROWELL & CO., Newspaper Advertising Agents, 10 Spruce St., New York.

FLORIDA.—For \$9.25 we will insert a one-inch advertisement, one month, in a list of Florida newspapers, consisting of 4 Dailies and 3 Weeklies. Price for three months twice the price for one month. Five per cent discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

GEORGIA.—For \$23.25 we will insert a one-inch advertisement, one month, in a small list of Georgia newspapers, consisting of 4 Dailies and 6 Weeklies. Price for three months twice the price for one month. Five per cent discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

ILLINOIS.—For \$62.79 we will insert a one-inch advertisement, one month, in a first-rate list of Illinois newspapers, consisting of 30 Dailies and 22 Weeklies. Price for three months twice the price for one month. Five per cent discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

IOWA.—For \$55.37 we will insert a one-inch advertisement, one month, in a very good list of Iowa newspapers, consisting of 18 Dailies and 16 Weeklies. Price for three months twice the price for one month. Five per cent discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

KANSAS.—For \$20.48 we will insert a one-inch advertisement, one month, in a fairly good list of Kansas newspapers, consisting of 8 Dailies and 12 Weeklies. Price for three months twice the price for one month. Five per cent discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

MICHIGAN.—For \$33.30 we will insert a one-inch advertisement, one month, in a very good list of Michigan newspapers, consisting of 12 Dailies and 18 Weeklies. Price for three months twice the price for one month. Five per cent discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

MISSOURI.—For \$31.12 we will insert a one-inch advertisement, one month, in a list of Missouri newspapers, consisting of 9 Dailies and 14 Weeklies. Price for three months twice the price for one month. Five per cent discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

THE ARGOSY, New York, a high grade, illustrated family weekly (32 pages), is one of 35 publications that, according to a list published by Geo. P. Rowell & Co., circulate between 75,000 and 100,000 copies each issue. The average is 114,000. Advertisements 60 cents per line, with discounts for amounts.

NEBRASKA.—For \$15.50 we will insert a one-inch advertisement, one month, in a list of Nebraska newspapers, consisting of 5 Dailies and 5 Weeklies. Price for three months twice the price for one month. Five per cent discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

NEW JERSEY.—For \$35.92 we will insert a one-inch advertisement, one month, in a very good list of New Jersey newspapers, consisting of 8 Dailies and 12 Weeklies. Price for three months twice the price for one month. Five per cent discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

NORTH DAKOTA.—For \$9.25 we will insert a one-inch advertisement, one month, in a good list of North Dakota newspapers, consisting of 4 Dailies and 4 Weeklies. Price for three months twice the price for one month. Five per cent discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

OHIO.—For \$104.27 we will insert a one-inch advertisement, one month, in an excellent list of Ohio newspapers, consisting of 25 Dailies and 4 Weeklies. Price for three months twice the price for one month. Five per cent discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

SOUTH DAKOTA.—For \$12.75 we will insert a one-inch advertisement, one month, in a good list of South Dakota newspapers, consisting of 4 Dailies and 4 Weeklies. Price for three months twice the price for one month. Five per cent discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

TENNESSEE.—For \$11.98 we will insert a one-inch advertisement, one month, in a list of Tennessee newspapers, consisting of 1 Daily and 5 Weeklies. Price for three months twice the price for one month. Five per cent discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

TEXAS.—For \$14.13 we will insert a one-inch advertisement, one month, in a list of Texas newspapers, consisting of 3 Dailies and 7 Weeklies. Price for three months twice the price for one month. Five per cent discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

THE MEDICAL WORLD (Philadelphia) has a circulation larger than that of any other medical journal in the world. Its books, press rooms and binding rooms are open to inspection at any and all times. Shows all kinds of proof of circulation and invites comparison with any other medical journal.

VERMONT.—For \$3.35 we will insert a one-inch advertisement, one month, in a list of Vermont newspapers, consisting of 1 Daily and 3 Weeklies. Price for three months twice the price for one month. Five per cent discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

VIRGINIA.—For \$8.10 we will insert a one-inch advertisement, one month, in a good list of Virginia newspapers, consisting of 2 Dailies and 4 Weeklies. Price for three months twice the price for one month. Five per cent discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

WEST VIRGINIA.—For \$11.75 we will insert a one-inch advertisement, one month, in a list of West Virginia newspapers, consisting of 3 Dailies and 5 Weeklies. Price for three months twice the price for one month. Five per cent discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

NOVA SCOTIA.—For \$7.50 we will insert a one-inch advertisement, one month, in a list of Nova Scotia newspapers, consisting of 1 Daily and 4 Weeklies. Price for three months twice the price for one month. Five per cent discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

ONTARIO.—For \$29.94 we will insert a one-inch advertisement, one month, in an excellent list of Ontario newspapers, consisting of 13 Dailies and 25 Weeklies. Price for three months twice the price for one month. Five per cent discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

QUEBEC.—For \$3.36 we will insert a one-inch advertisement, one month, in a small list of Quebec newspapers, consisting of 1 Tri-Weekly and 2 Weeklies. Price for three months twice the price for one month. Five per cent discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

MAINE.—For \$15.20 we will insert a one-inch advertisement, one month, in an excellent list of Maine newspapers, consisting of 4 Dailies and 10 Weeklies. Price for three months twice the price for one month. Five per cent discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

MARYLAND.—For \$8.50 we will insert a one-inch advertisement, one month, in a good list of Maryland newspapers, consisting of 3 Dailies and 4 Weeklies. Price for three months twice the price for one month. Five per cent discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

SOUTH CAROLINA.—For \$4.50 we will insert a one-inch advertisement, one month, in a small list of South Carolina newspapers, consisting of 1 Daily and 2 Weeklies. Price for three months twice the price for one month. Five per cent discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

WISCONSIN.—For \$43.52 we will insert a one-inch advertisement, one month, in an excellent list of Wisconsin newspapers, consisting of 12 Dailies and 20 Weeklies. Price for three months twice the price for one month. Five per cent discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

CONNECTICUT.—For \$31.84 we will insert a one-inch advertisement, one month, in an excellent list of Connecticut newspapers, consisting of 6 Dailies and 13 Weeklies. Price for three months twice the price for one month. Five per cent discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

MISSISSIPPI.—For \$13.88 we will insert a one-inch advertisement, one month, in a small list of Mississippi newspapers, consisting of 3 Dailies, 1 Tri Weekly and 4 Weeklies. Price for three months twice the price for one month. Five per cent discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

NEW BRUNSWICK.—For \$7.57 we will insert a one-inch advertisement, one month, in a list of New Brunswick newspapers, consisting of 2 Dailies and 2 Weeklies. Price for three months twice the price for one month. Five per cent discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

ADVERTISING MATTER, SAMPLES, Etc.—"Judiciously" distributed in Chicago and immediate suburbs. We don't handle lottery, secret disease, or other "snide" advertising. We have been established since 1882, and keep a corps of reliable men (boys not employed). Such houses as Marshall Field & Co., "The Fair," "The Hub," The Chicago Daily News, The Chicago Herald, Lord & Thomas, etc., intrust their work to us. Why not you? Correspondence solicited. **THE BOWERY CIRCULAR ADVERTISING CO.,** 135 Washington St., Chicago. Mention **PRINTERS' INK.**

NEW YORK.—For \$123.93 we will insert a one-inch advertisement, one month, in an excellent list of New York newspapers, consisting of 26 Dailies and 50 Weeklies. Price for three months twice the price for one month. Five per cent discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

NORTH CAROLINA.—For \$10.13 we will insert a one-inch advertisement, one month, in a good list of North Carolina newspapers, consisting of 2 Dailies and 4 Weeklies. Price for three months twice the price for one month. Five per cent discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

KENTUCKY.—For \$26.50 we will insert a one-inch advertisement, one month, in an excellent list of Kentucky newspapers, consisting of 4 Dailies, 1 Tri Weekly and 10 Weeklies. Price for three months twice the price for one month. Five per cent discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

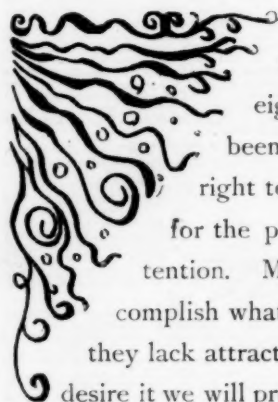
MASSACHUSETTS.—For \$52.78 we will insert a one-inch advertisement, one month, in an excellent list of Massachusetts newspapers, consisting of 8 Dailies and 28 Weeklies. Price for three months twice the price for one month. Five per cent discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

PENNSYLVANIA.—For \$113.61 we will insert a one-inch advertisement, one month, in an excellent list of Pennsylvania newspapers, consisting of 33 Dailies and 43 Weeklies. Price for three months twice the price for one month. Five per cent discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

NEW HAMPSHIRE.—For \$15.55 we will insert a one-inch advertisement, one month, in an excellent list of New Hampshire newspapers, consisting of 1 Daily and 6 Weeklies. Price for three months twice the price for one month. Five per cent discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

MONTANA, ARIZONA TERR. and INDIAN TERR.—For \$12.50 we will insert a one-inch advertisement, one month, in a small list of Montana, Arizona Terr. and Indian Terr. newspapers, consisting of 3 Dailies and 2 Weeklies. Price for three months twice the price for one month. Five per cent discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

NOITNETTA STCARTTA SIHT



The headline of this advertisement is not printed in a foreign language, but has simply been transposed and is read from right to left. It has been set this way for the purpose of attracting your attention. Many advertisements fail to accomplish what is expected of them because they lack attractiveness. For those who may desire it we will prepare what we consider an attractive advertisement, furnish electrotype of same, charging a suitable amount for the labor involved.

GEO. P. ROWELL & Co.,
Newspaper Advertising Bureau,
10 Spruce St., N. Y.

TO THE ADVERTISER.

If you wish to advertise, you must tell the story you have to tell to the largest number of the right sort of people in the way best calculated to produce the effect you desire to produce and at the smallest cost.

To accomplish your purpose you require a well-worded advertisement, effectively displayed; and must then

secure its appearance in the papers that are read by the largest number of the classes of people to whom you wish to appeal: and you must have it in the position where it will be most likely to be seen.

To aid you in accomplishing your object is our business. Address

GEO. P. ROWELL & Co.,
Newspaper Advertising Bureau,
10 Spruce St., N. Y.



A good illustration of the appreciation in which PRINTERS' INK is held was a subscription received November 21st from an Ohio corporation, inclosing \$10, and ordering five copies of the paper to be sent in separate wrappers to the president, the secretary, the manager, the advertising manager, and the foreman of the printing office. This is much better than to keep four men waiting while one reads the paper.

Some Men Pay

\$10,000 for an expert to manage
their advertising.

There are others who pay **\$2.00**
for an annual subscription
to PRINTERS' INK, and learn what all
the advertisers are thinking about.
But even these are not the extremes
reached. There are men who lose over

\$100,000 a year by doing
neither one.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.

Office: No. 10 Spruce St., New York.

Issued every Wednesday. Subscription Price: Two Dollars a year in advance; single copies, Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, agate measure, 25 cents a line; \$50 a page; one-half page, \$25; one-fourth page, \$12.50. First or Last Page, \$100. Second Page, next to the Last Page, or Page first following reading matter, \$75. Double-column advertisements occupying less than half a page, charged double price. Special Notices, two lines or more, charged at 25 cents a line. Advertisements must be handed in one week before the day of publication.

NEW YORK, DECEMBER 10, 1890.

A TEXAS paper, the *Bryan Eagle*, establishes its circulation by sending a proof of the mail galley to every applicant who encloses six cents for postage.

AN editorial in the *Way Cross* (Ga.) *Headlight* announces that hereafter that paper will not accept opera, theater and circus advertisements on account of religious scruples. The editor states that while he realizes that this course may result in some financial loss, he does not believe in drawing revenue from amusements which he considers wrong.

PRINTERS' INK is interested in watching the evolution of the small paper. Even now it is the large paper to which most persons give preference. The majority of people want to feel that they get the worth of their money—in bulk. The standard is gradually shifting, however, from quantity to quality. Nowadays, one can buy for a dime enough printed matter to keep him busy for a week. Yet the public is beginning to realize that reading matter is not like other kinds of merchandise. One can read only a limited amount of matter, and the coming man will insist upon having it served in crisp, condensed form—without padding. The big paper prints a vast amount of matter that it could dispense with if its editor were not required to fill a certain amount of space. The advertiser, too, finds himself buried out of sight. There is a place for the paper that will print as little as possible instead of as much as possible.

It is a duty which every newspaper owes to itself to assist in educating advertisers up to making the best use of their space. When newspaper advertisements are better constructed than at present and made more interesting, advertising space will be more in demand and worth proportionately more money.

A NOTICEABLE Thanksgiving souvenir is issued by the Spencerian Pen Company and the Mason Regulator Company. It is in the form of a folder enclosing a wish bone accompanied by the suggestive motto: "We have no bone to pick with you." The originators of the idea have issued the following explanatory note:

It has seemed best for us to reply at once to the many inquiries we have received in answer to our Thanksgiving circular, as to how we came by so many wish bones. We would say that the circular referred to is probably the most expensive one ever published. Every wish bone represents a whole turkey, and you will readily see that to procure the number of bones required to give each of our customers even one, it has been necessary for us to have had turkey constantly for the last several hundred days, which, though a very inexpensive diet during the summer, makes a large average, taking the fall season into consideration. But to say nothing of the expense, while we had no objection to the first forty or fifty meals, even turkey became tiresome, and more than once it was with visions of delicious steaks and roasts that we persevered in our scheme to give our customers the Thanksgiving souvenir of 1890.

WANTS THE OPINIONS OF OTHERS

OFFICE OF THE LONDON TEA CO.,
BOSTON, Mass., Nov. 25, 1890.

Editor of PRINTERS' INK:

As an advertiser in a moderate way, I enjoy reading PRINTERS' INK greatly, and get a good many valuable points from its columns. In the copy of Nov. 26 date I note your reply or comments on the letter from Mr. Hailock which you print in the same issue. I cannot understand how you can make this claim, as it is so entirely different from our experience. We have been lately running a 54 to 78 line double-column "ad." in several of the mediums of the largest circulation, and have found that the first insertion did not begin to bring the replies that the third and fourth did, and this from the same cut and the same reading matter. I have spent in the past 15 years a good many thousand dollars in newspaper advertising, but find I have a good deal to learn yet. Wouldn't an expression of opinion of different advertisers on this point be interesting to the readers of PRINTERS' INK?

F. M. LINNELL,
Manager London Tea Company.

He does not believe in the one-insertion theory. The third and fourth insertions paid him better than the first. His girl said no the first time he asked her, but by keeping everlastingly at it he succeeded, and now wants an

expression of opinion from others. PRINTERS' INK will welcome such.—
[Ed. PRINTERS' INK.]

A MODEL AFTERNOON PAPER.

THE UNIONIST-GAZETTE,
A. V. D. HONEYMAN, Manager.
SOMERVILLE, N. J., Nov. 26, 1890.

Editor of PRINTERS' INK:

Would you kindly take the trouble to advise us of five or six afternoon newspapers received by you, which, in their dress and contents, are as near models of afternoon newspapers as you know?

A. V. D. HONEYMAN.

PRINTERS' INK would not care to express an opinion upon the comparative editorial merits of the different afternoon papers, as such an opinion to have weight would have to be based upon a long-continued and careful reading of a great number of journals. We have, however, been at some pains to form a correct estimate in the matters of general appearance, make-up, typographical excellence, quality of ink, paper, etc., and appearance of the advertising columns. Upon bringing the above inquiry to the notice of a number of persons familiar with the newspapers of the country, the first choice in a majority of cases was found to be the Chicago *Evening Post*. This is the paper recently started under the same management as the Chicago *Herald*, and on all of the counts mentioned above it certainly ranks very high. Another strong favorite was the Washington *Star*, which in nearly all respects may be safely termed a model. The New York *Mail and Express* stands near the head of the list, while the handsome typographical appearance of the Troy *Press* deserves special mention, coming as it does from one of the lesser cities. Another pretty paper, typographically, is the Hartford *Times*. The Brooklyn *Eagle* is well printed, but its blanket-sheet form is very much against it. Like the Washington *Star* and New York *Herald*, its advertising columns are not defaced by display. The New York *Evening Post*, the organ of metropolitan aristocracy, is considerably above the average in typographical appearance. Among the Western papers, an exceptionally good showing is made by the Minneapolis *Journal*, while a very clean and even appearance is made by the Denver *Times*. Other evening journals deserving of mention are the Chicago *News* and *Mail*, Brooklyn *Times*, Indianapolis *News*, New Haven *Register*, Buffalo *News*, Rochester *Union* and

Advertiser. A man pretty competent to express an opinion on this subject says that the *Village Record*, of Westchester, Pa., comes nearer filling the requirements of Mr. Honeyman's inquiry than any one of the papers named above. This was the first paper in a small town to use a fast press. The opinion was also expressed by several persons that the best edited afternoon paper is the New York *Evening Sun*, although its typographical appearance would prevent its being considered in this connection.—[Ed. PRINTERS' INK.]

FOR SALE.

Advertisements under this head 25 cents a line

NAMES OF 15,000 FARMERS—35c. per 100. "J. C. T.," P. O. Box 153, Mt. Pleasant, Ia.

CHEAP Job Office. Paying business. Easy terms. Standing contracts of work. Write for particulars, PANTAGRAPH, Dixon, Ill.

FOR SALE.—\$50,000 interest in Daily Newspaper in large Western city. MIZE BROS., Newspaper Brokers, 21 Park Row, New York.

FOR SALE.—Half interest in an old established Republican weekly in best county in Northwest Missouri. Address, "Mo.," PRINTERS' INK.

BARGAIN.—An old, paying Weekly offered at a bargain, in good town in South. Only paper. Write soon to "Box 5," care PRINTERS' INK.

FOR SALE.—Leading Trade Journal in a large Eastern city. No encumbrance. Rare opportunity for the right person. Apply Griggs & Carleton, 332 Broadway.

CASH will buy good going Clothing Business. Invoice about \$4,000. Only reason for selling, too much other business. Good room, low rent. Box 167, Booneville, Mo.

FOR SALE.—The entire or one-half interest in the leading Daily and Weekly Democratic Paper of one of the most prosperous towns in New York State. Parties who are unable to pay at least \$2,000 in cash need not apply to "B. F.," care PRINTERS' INK.

FOR SALE.—MORNING NEWSPAPER in a growing city within 50 miles of New York. An opportunity for an energetic party with moderate capital. Other business requires attention of present owner. Address "NEW YORK," care PRINTERS' INK.

IF YOU WANT TO SELL your Newspaper or Job Office, a Press, or a Printing Type, tell the story in twenty-three words and send it, with a dollar bill, to the office of PRINTERS' INK. If you will sell cheap enough, a single insertion of the announcement will generally secure a customer.

A MONEY-MAKING AFTERNOON PAPER with weekly edition and good job printing business in a western city of over 50,000 is for sale at a bargain, or would sell interest to right party. A splendid field and future. Reasons for selling explained. Address "WESTERN," care PRINTERS' INK.

\$15,000.—ON long time payments—will buy one of the best Job Offices in a city of 25,000 population. Business is well established. Made \$5,000 over and above expenses in the last six months. To the right man would sell an interest for \$8,000, and guarantee him \$3,000 per year for 5 years. Reasons for selling—poor health and desire to retire from active business. Address Box 13, care of PRINTERS' INK.

AN ADVERTISING EDITOR.

The time was when trade papers scarcely felt the need of editors. The advertising man was all sufficient. Papers then consisted of little more than the advertisements which the advertising man picked up, complimentary notices of the goods described in the cards and of the parties advertising them, together with clippings from the daily papers or the weeklies and magazines. All this, however, has been changed. The successful trade paper of to-day has a large corps of technical writers working under the management of a discreet and experienced editor.

There is beginning to be felt the need of an advertising editor as well as technical editor, and the day is near at hand when every trade paper will have its advertising editor, the same as its technical editor at present. The function of the technical editor is to make the paper acceptable to the subscriber, to give a tangible and adequate reason for its circulation, and to secure for it influence among its circle of readers. The technical editor, therefore, must be a man of experience and careful training, a man of keen observation and practical ideas in general. The paper becomes, in a sense, a reflex of his personality. The advertising editor, on the other hand, must be altogether a different person; but still his work will be similar to that of his associate in some particulars. Instead of representing the reader he will represent the individual in whose interest he works from time to time—that is, the advertiser. If he is writing or arranging Brown's advertisement he is, for the time being, Brown's man. When it comes to editing or writing Smith's advertisement he becomes Smith's man, and in that sense is opposed to Brown, whom he has just served.

All the prominent advertisers in the country, by which we mean all of the firms that spend very large sums of money in advertising, now employ advertising editors, advertising writers or advertising managers, the several names indicating the one functionary. To these experts are referred all questions concerning the presentation of the goods of the concern to the public. These men get up the catalogues, they write the advertisements, they prepare the circulars, they superintend the production of engravings, and in general they attend to what may be called the literary

part of the business. The immediate result of the employment of such experts by the large advertisers is to place all small advertisers at a disadvantage. Unless the small advertiser is himself a man of literary ability with a genius for advertising, he is unable to maintain the position to which he is by other reasons entitled, simply because he cannot tell his story to the public as plausibly as the others. Certain agencies have been established, it is true, looking to the supply of this special talent to small advertisers at such a cost as they can afford to pay, and professional advertisement writers are becoming numerous in various directions, but after all there is a lack wherever clear-headed technical work is demanded, and all advertising is tending toward technicalities. This lack, we think, is finally to be supplied by each periodical adding to its corps an advertising editor, competent in all the lines of trade addressed.

It would seem difficult until the experiment has been tried to tell what should be the duties of an advertising editor. We can perhaps indicate in a general way some of his functions. He would put into presentable English those wonderful statements which advertisers frequently make. He would translate the ideas of merchants and manufacturers into respectable form and adapt them to the understanding of the public addressed. It is notorious that those who build machines are seldom able to tell what they can do in a way to be understood by the outsider. Accordingly the advertising editor would serve in this capacity, either in the way of translations or in new compositions. The advertising editor would suggest style and size of type for cards and announcements, and look to it that a certain degree of individuality pertained to each advertiser's work; he would correct manuscripts and in general look out for the appearance of the advertising pages of his paper in the interest of those who pay the bills. As he demonstrated his ability and his fitness for the position he would work into confidential relations with his clients and serve them in many ways we cannot enumerate. We hope to see the experiment of an advertising editor on a trade paper tried at an early date. There is money in it for an enterprising periodical, and sooner or later some one will put it into operation.—*Office.*



TRADE MARK.

LAUGHTER Ask Your Shoe Dealer for the
FUNNIEST PAMPHLET
 ever published—entitled "The Man of Humanity and the Bull Calf." Any dealer who handles our goods will furnish you one **FREE**. Send to us for a list of the Shoe Stores where the Fargo Shoes are sold. C. H. Fargo & Co., Chicago.

* * * For the general appearance and composition of their advertisements, for the uniform and business-like way in which the papers are published, and for good results obtained, we consider that Kellogg's Lists stand at the top.

C. H. FARGO & CO.

CHICAGO, May 14, 1890.

BROWN'S LITTLE SCHEME.

The town of Roseville, N. J., which is one station beyond Newark, is at present much excited as a result of an attempt by a gentlemen's furnishing goods storekeeper to institute a new method of advertising his wares. A few weeks ago a friend of the storekeeper, who may be designated as Brown, showed him a new advertising scheme by a Boston man who makes a business of getting up catchy advertisements. It was a letter written in a feminine handwriting, inclosing a faded rosebud. On the first page of the notepaper, such as ladies use, the letter read:

I can no longer stand your neglect. You have treated me in a way that I will not submit to, and I have transferred my affections to—.

This was the end of the first page. The second contained an elaborate advertisement of the goods of Merchant So-and-so, and was signed "Emily." Brown was very much taken with the idea, and without saying anything to his friend he made up his mind he would imitate it. He employs about eleven clerks, and he got one of them to recommend a young lady of his acquaintance, who wrote a pretty hand, to come and write about three hundred letters of a similar nature. He was vain enough, however, to believe that he could improve on the Boston man's letter, and instead of having on the second page a good, plain, unmistakable advertisement of his shop, he said simply that the writer had transferred her affections to Brown, the gentlemen's furnishing goods man whose store was on such and such a street. In each letter he inclosed a faded flower, and the letters were signed "Maud," "Mamie," "Jessie," "Lillie," "Annie," and every other female name he could think of. One of the letters was sent to nearly every man in Roseville by mail. Then Brown rubbed his hands over the rush to buy things which he thought would ensue and waited for the result. The next day one of his best customers, a young man who had been married only a short time, came in the store in a hurry.

"Look here, Brown," he said, "I don't think that was very smart of you to send that letter to me. My wife got hold of it and it put me in a devil of a hole. I don't mind a joke, but that is carrying it too far. My wife is packing up her things and says she is going home to her mother and is going to get

a separation. You got me into this scrape and now you've got to get me out of it."

Brown explained as well as he could that the letter was intended as an advertisement, and to convince the young husband, took him into his office and showed him a dozen letters like it, which he was about to have mailed. This partially satisfied the customer, and after exacting a promise that Brown would make a written explanation to his wife, he left the store. Scarcely five minutes had elapsed when the door was flung open and in came a pretty young woman, the wife of the man who had just left.

"I want to know who that woman is who wrote that letter to my husband," she demanded in tearful anger, waving one of Brown's advertising letters in his face. I have been to see my lawyer, and I am going to get a separation. I won't stand it to be deceived in that dreadful way. I demand to know who that woman is. The creature says she has transferred her affections to you, sir."

By this time Brown began to feel that something had gone wrong and that his advertisement was not having exactly the results that he had expected. He endeavored to make the same explanation to the young woman that he had to her husband and showed her the other letters which he had been preparing to send out. He only succeeded in half convincing her and she left the store declaring her belief that it was only a trick to deceive her still further, and that Brown and her husband had arranged it as a scheme to get out of it.

There was a lull after that until late in the afternoon. Brown began to see that he had made a bad mistake, and began to think of leaving town until the thing blew over. Towards dark they began to drop in one by one as they returned from business, and Brown went over the same explanation until his tongue was tired. He concluded he wouldn't keep his store open that evening, but just as he was about to close it up in came another young married man.

"See here, Mr. Brown," he said, "you have played me what I call a mean trick, sending me that letter signed 'Lillie.'" My wife opened the letter, of course, and when I got home to-night there was no supper for me. 'Where's my supper?' I said to my wife. 'There's your supper,' she said to me, pointing to the sideboard. This fool of a letter of yours was lying there. I tried to tell her I didn't know anything about it,

but she wouldn't listen to me. 'Don't talk to me, you wretch,' she said. 'Go and ask your Lillie to give you some supper. I am going home to my mother.'"

Brown began to make the same explanation which he had made to the others, in a feeble, tired way.

"Now, don't you think that was a very silly scheme?" asked the other, in a pitying voice. "I thought it was something like that when I stopped in Jones' saloon down the street and found seven of the boys in there, and each one of them had got one of your 'chump' letters. I should think a man of your age would have more sense than to send a letter like that to a man's house, so that his wife would get it. If I have any more trouble from this I swear I'll come back here and punch your head for you."

By this time Brown was mad himself and there came within an ace of being a fight right there, but they both finally cooled down and Brown agreed to fix it up with the wife the next day.

The affair got noised about the town and scarcely anything else is being talked about there. A boycott on Brown is being talked about among the men who were favored with one of his alleged advertising letters.—*New York World*.

AN advertisement without display is equally without character or individuality—like a face lacking expression.—*A. N. Kellogg Newspaper Co.*

BEATTY'S ORGANS \$35. Pianos \$130
For catalogue, address HOB. D. F. BEATTY, Washington, N. J.

"I Write Adv's" for general advertisers. Pamphlets, Circulars, Letters. "Rates reasonably high." Trade-marks, names, etc., designed. **Counselor for Advertisers:** "I place adv's." **GEO. W. ELLIOTT, Rochester, N. Y.**

A Well-Worded is a **FINGER-POST**
Neatly-Displayed on the thoroughfare of
Advertisement Business, ever pointing the wayfarer to your place of business. You order, I think they buy. If not used, no charge. **G. F. NELSON, Writer of Ads., 1025 Ave. D, Bayonne, N. J.**

Dodd's Advertising Agency, Boston.
265 Washington Street.
Send for Estimate.
RELIABLE DEALING. CAREFUL SERVICE.
LOW ESTIMATES.

I WILL PAY one hundred dollars
for a good motto

Electropoise
(TRADE MARK.)
1425 N. Y. Ave., Washington, D. C.

**FANCY TURNED
PORCH COLUMNS.**

6x6x8 ft., each.....\$2.00 f. o. b.
5x5x8 " " 1.50 "
4x4x8 " " 1.00 "
Clear poplar. All turned work at low prices. Details worked to.
THOS. MOLONEY & SON, Jackson, Mich.

AUSTRALIAN. Before fixing up your advertising, we should like you to write to us for an estimate. We guarantee to save you money, for, being on the spot, we can do advertising cheaper than any other firm at a distance. All papers are filed at our bureau, and every appearance is checked by a system unparalleled for accuracy. On application we will prepare any scheme of advertising desired, and by return mail will send our estimate. We desire it to be understood that we are the **Leading Advertising Firm in the Southern Hemisphere.** Established over a quarter of a century. **F. T. WIMBLE & CO., 309 to 373 George St., Sydney, Australia.**

LEND ME YOUR EARS!
I've Caught Your Eye;
And Who Nose?
But I may be able to do you good. My business is Designing, Planning and Placing Advertising.
A. L. POPE, Advertising Agent,
ST. LOUIS, MO.

ADVERTISING NOVELTIES.

We are open to receive anything in the way of advertising novelties, whether in the shape of Books, Blocks, Posters, Periodicals, or anything whatever that would assist us to keep up the position we hold in Australia, as Live Agents. The constant drain on "new ideas" is excessive, because we have to find the bulk of them, for this market. Price is no object, but novelties must suit us before we purchase. **WIMBLE'S ADVERTISING BUREAU, 309 to 373 GEORGE ST., SYDNEY, AUSTRALIA.**

WHO WANTS to
know about the
opening of new Res-
taurants?

This and other trade news is for sale by the **PRESS CLIPPING BUREAU, 103 Milk St., Boston.**

Ladies' World Circulation.

PAID CIRCULATION. (1890.)

Lowest Amount of paid-in advance circulation at any time during the year, 140,000 copies.

Highest Amount of paid-in advance circulation during the year, 226,000 copies.

GENERAL CIRCULATION. (1890.)

Largest Amount of circulation (general) reached during the year, 305,000 copies.

Average Circulation during the year, 192,500 copies per issue, 84 per cent of which is paid.

Smallest Number of copies printed for any issue, 140,500 copies.

Increase Of circulation has averaged 55,000 copies per issue over that of 1889. Increase in price—nothing.

This statement applies only to

The Ladies' World,
S. H. MOORE & CO., Publishers,
No. 27 Park Place, N. Y.

TO PUBLISHERS.

Any publisher of a Newspaper who desires to educate his patrons on the subject of advertising, with a view of causing them to become more liberal advertisers, may subscribe for a limited number of copies of PRINTERS' INK, to be sent to designated names, and may pay for their subscriptions by inserting an advertisement of Geo. P. Rowell & Co's Advertising Bureau, in full settlement at his schedule advertising rates, without discount or commission. Publishers wishing to avail themselves of this offer may address PRINTERS' INK, No. 10 Spruce St., New York, stating the number of subscriptions desired.

D.—

DON'T DELAY!

"All things come round—even bankruptcy—to him who will but wait." If you want to succeed, go to work at once. Use a few

DROLL DESIGNS

in your advertisements. Make the people *feel* your presence by the novelty of your ads. Interest them by constant changes, and see how it will

DRAW DOLLARS

into your pocket. We sell sketches by the best artists in America, with bright, catchy and appropriate reading matter. Weekly or

DAILY

service if required. Always changing. Always new. If you wish to pull the people to your store, send for particulars to

O. J. GUDE & CO.,

GENERAL ADVERTISERS,

113 Sixth Avenue, New York.

JOHN B. GREY,
Literary Department.

A sample copy of PRINTERS' INK, issue of December 24th, will be sent to every newspaper in the United States and Canada. The edition will exceed 35,000 copies.

A sample copy of PRINTERS' INK, issue of January 7th, will be sent to every name in the American Advertiser Reporter year book. The edition will exceed 59,000 copies.

No advance above schedule rates will be charged for advertising space in these special editions.

GOOD NEWS

BEST STORIES FROM EVERY QUARTER

16 PAGES; ILLUSTRATED. \$2.50 PER ANNUM.

Minimum Weekly Circulation, 100,000.

Appears Every Thursday.

Goes to Press Seventeen Days Earlier.

Advertising Rate Fifty Cents per Agate Line.

STREET AND SMITH'S NEW YORK WEEKLY

A JOURNAL OF
CURRENT AFFAIRS.

\$3.00 PER ANNUM.

BEFORE THE PUBLIC FOR
OVER THIRTY YEARS.

Circulation Over 200,000.

Appears Every Saturday.

Goes to Press Seventeen Days Earlier.

ADVERTISING SPACE LIMITED.

\$1.25 Per Agate Line.

Address A. H. SYMONS,

No. 5 Beekman St., New York,
or any responsible Advertising Agency.

Do you wish a sample copy of above?

The Largest Order for Advertising IN MONTHLY PERIODICALS

Ever Given in the World by a Single
Advertiser to a Single Publisher!

ALLEN'S LISTS

receive an order for advertising amounting to
TWENTY-ONE THOUSAND
SIX HUNDRED DOLLARS!

No other publisher will receive this line of advertising, because, as the advertiser states: "There exist no other mediums good enough and strong enough to carry it."

Honest count wins! Results to advertisers win! High quality of circulation wins! All-round merit wins! ALLEN'S LISTS have been and are paying their patrons better than any other general advertising mediums in America.

That is the reason why they are receiving the LARGEST patronage of any General Advertising Mediums in America.

OFFICE OF R. W. SEARS,
MINNEAPOLIS, MINN., July 29th, 1890.
E. C. ALLEN, Esq., Augusta, Maine.

Dear Sir—I have this day made a contract with Charles H. Fuller's Advertising Agency for five thousand lines in the advertising columns of Allen's Lists, to be used in twelve issues of same, commencing September, 1890.

I have, as you know, advertised to a considerable extent for years, using all the best advertising mediums. I have had phenomenal returns from Allen's Lists. According to their cost they have not only paid me better, but immensely better, than any other mediums, and it is for this reason that I am now able to patronize them so extensively. This large amount of advertising of five thousand lines in twelve issues will be given to no other publisher and will appear in no other mediums, for the reason that my experience has demonstrated that there exist no other mediums good enough and strong enough to carry it.

Very truly yours,

R. W. SEARS.

We Want You

to know that the best paper in Jersey City is the *Evening Journal*. It is founded on solid merit, backed by ample capital and conducted with honest enterprise. The fact that we have gained the largest circulation in Hudson County (see Rowell's Directory for 1890) proves that our claims are more than empty boasts.

You Want Us

The leading daily in such a place as Jersey City cannot be overlooked by any general advertiser. The *Evening Journal* is the home paper of the people. All advertisers who deal with us are treated firmly yet courteously. We make it a point to see that our patrons get the worth of their money, so far as we can accomplish it.

Daily Circulation, - 12,350.

THE EVENING JOURNAL,
Jersey City, N. J.



Is now in the ascendancy. "COMFORT" is a bright, shining light among the many monthlies. Remember, we have proved that it costs but FOUR AND A HALF CENTS to secure TWENTY FIVE CENT MAIL ORDERS through "Comfort," where eight, ten, and even as high as fifty-two cents per answer was the cost in other mediums, for the same service. Space at the agencies, or of THE GANNETT & MORSE CONCERN, AUGUSTA, MAINE.

TO GENERAL ADVERTISERS.



Seattle, Washington, Board of Aldermen on November 12 voted to make

The Seattle Press

THE CITY OFFICIAL PAPER

For One Year.

The Aldermen's committee reported that the award should be made to

The CHEAPEST and BEST Paper.

Advertisers who understand what this means will of course profit by this information, as rates are still low.

A GREAT CHANCE FOR HUSTLING NEWSPAPER MEN !

Do You Wish to Publish an Illustrated Weekly?

THE PICTORIAL WEEKLIES enable every city and town in the United States to have its own local illustrated weekly, handsomely printed and filled with matter artistic and literary, by the best metropolitan talent. THE PICTORIAL WEEKLIES prepare in New York each week a 16-page paper. One side of the sheet, 8 pages, is filled with the highest-class artistic and literary matter, mostly humorous in character. The other side, 8 pages, is left blank. THE PICTORIAL WEEKLIES, in addition, print a 4-page cover.

These sheets thus printed are shipped each week to local publishers in the various cities of the United States. The local publisher prepares in advance eight pages of local matter, consisting of Editorial, Political, Society, Athletic, Dramatic and other news. This matter is printed on the side of the sheet left blank by THE PICTORIAL WEEKLIES. The sheets are then folded, the 4-page cover put on, and the complete publication, consisting of high-class artistic and literary matter and local news, is ready for delivery.

The first page contains the engraved head of the local paper, the date line and an original cartoon.

This arrangement enables the local publisher to produce a paper such as it would be absolutely impossible to make outside of New York City. It also enables him to sell at a price which makes competition by other local publishers an impossibility.

We want good, earnest men to establish these weeklies in the territory not already occupied. It does not require a great deal of capital, and, if conducted properly, these journals become profitable and powerful in their respective localities. If you are responsible and in earnest, send for further particulars to

THE PICTORIAL WEEKLIES COMPANY,

28 West 23d St., New York.

J. A. MITCHELL, Pres.

ANDREW MILLER, Treas.

JAMES S. METCALFE, Sec.

The Home-Maker

Reaches 50,000 Homes
Every Month.

This we guarantee.

Costs : From double to four times the price of pub-
\$2 : lications of a somewhat similar nature. Is
a year. : taken by Housekeepers interested in im-
 : proving and increasing the comforts of
 Home, who read each number studiously from cover
 to cover.

The Home-Maker

Pays Advertisers.

Have you seen

The DECEMBER Number?

Price, 20 cts. a Copy.

HOME-MAKER CO.,

UNION SQUARE,
NEW YORK CITY.

Poultry for Profit.

THE FARM-POULTRY
MONTHLY

A PRACTICAL FARM and SUBURBAN POULTRY RAISING GUIDE

I S NOT A SPECIAL, Fanciers' paper; but devoted en-
 tirely to the interests of those persons on farms, and in the
 suburbs of towns, who keep a few hens, thus reaching
 all classes. For this reason it is coming rapidly to the front
 as a General Advertisers' Medium.

For rates, etc., address

FARM-POULTRY,

22 CUSTOM HOUSE STREET, BOSTON, MASS.

Our Country Home, NEW YORK,

HAS A PAID-IN-ADVANCE SUBSCRIPTION LIST OF

MORE THAN 100,000.

We prove our circulation by affidavits, or by postage receipts. We will accept good business, either direct or through any responsible advertising agency, subject to proof of above circulation, or make no charge.

Our Country Home

Is published monthly, and is to-day recognized as one of the

Leading Rural Home Journals of America.

*Each Number consists of Sixteen to Twenty-four Pages,
handsomely illustrated and well printed.*

ADVERTISING RATES.

Ordinary Advertisements **60 Cents per Agate Line.**

DISCOUNTS.

3 Months	5 per cent.
6 Months	10 per cent.
12 Months	15 per cent.

SEND COPY and ORDER AT ONCE FOR NEXT ISSUE.

**OUR COUNTRY HOME PUBLISHING CO.,
88 Fulton St., New York.**

TO PRINTERS.

Are you not in need of

Printing Inks

at this time ?

We would be glad to receive an order from you by mail.

We take every care to fill all mail orders to the satisfaction of our patrons.

If customers would generally

Order by Mail,

without waiting for the periodical visit of the traveling salesman, it would vastly decrease the expense account of the Ink Manufacturer, and

Lead to Lower Prices.

We would be glad to supply you with all the Inks you use, and are willing to enter into a favorable contract with you to that end.

LET US HEAR FROM YOU.

W. D. WILSON
Printing Ink Co. L't'd,

140 WILLIAM STREET,
NEW YORK.

Merry Christmas!

It goes without saying that it is the religious people who celebrate the Christmas festivities. They spend money largely for this purpose, and are watchful as to where and how they can get suitable things. There are over **260,000 Families** trusting our papers and watching them for this information.

It is a little early to wish them a merry Christmas; but it is just the time for you to speak to them if you have anything which it is desirable to bring to their notice.

The price per inch is :

	One Time.
The Sunday School Times	\$17.50
The Phila. List (11 papers).	14.00
The Balto. List (2 papers)	1.40

Two or more inches at the same rate. Regular advertisers can take extra space at the rate of their present contracts.

Copy and orders should be in our hands by **December 15th** to be in time for Christmas.

Sunday School Times,
PHILADELPHIA.
Presbyterian.
Lutheran Observer.
National Baptist.
Christian Standard.
Presbyterian Journal.
Ref'd Church Messenger
Episcopal Recorder.
Christian Instructor.
Christian Statesman.
Christian Recorder.
Lutheran.
BALTIMORE.
Baltimore Baptist.
Episcopal Methodist.

One
Price
Advertising
Without Duplication
of Circulation
HOME JOURNALS **14** BEST WEEKLIES
Every Week
Over 260,000 Copies
Religious Press
Association
Phila

The Religious
Press
Association,
Chestnut
& Tenth Sts.,
Philadelphia, Pa.
(Mutual Life
Building.)

The American Rural Home,

of ROCHESTER, N. Y.,

Excels all others as an
Advertising Medium.

It Issues Every Week

(from Nov. 1, 1890, to June 1, 1891.)

300,000 Copies!

This

is not a mere **Unsupported Statement**, but is verified every week, for the information of its patrons, by the Post-Office receipts of the Postmaster of Rochester, N. Y. Here is the evidence for the past three weeks, *i. e.*, for the first three issues in November :

POST-OFFICE, ROCHESTER, N. Y., NOV. 7, 1890.

Received of publishers AMERICAN RURAL HOME \$307.43, newspaper postage, on **30,743** pounds* of the AMERICAN RURAL HOME for week ending November 1st.

November 14, received \$301.88, on **30,188** pounds AM. RURAL HOME for week ending November 8th.

November 25, received \$302.00 on **30,200** pounds AM. RURAL HOME for week ending November 15th.

D. F. REYNOLDS, Postmaster.

* Ten papers to the pound.

ADVERTISING RATES.—DISPLAY—\$1.00 per agate line each insertion.
READING NOTICES.—Nonpareil type, \$1.25 per count line each insertion.

A. FRANK RICHARDSON,

12, 14 & 15 Tribune Building,
NEW YORK.

317 Chamber of Commerce,
CHICAGO.

Miscellanies.



—THE WORM—

Weary Raggles (to his companion)—Wake up, Wayside! I say, ain't they some law ag'in' this ruthless defacing of nat'l scenery by commercial vandals?



—WILL TURN.

Wayside Innis—Excuse us, Mister; but could you oblige a couple of gents with the price of two good suits of clothes?

—Puck.

The patriotic newspaper man grows tired of reporting murders and longs to write up a hanging occasionally.—*Dallas News*.

Citizen—Your paper has a healthy tone.

Editor—Yes. We make a specialty of patent-medicine advertisements.—*Town Topics*.

Hard On St. Louis.—A St. Louis paper prints an article giving different ideas of hell. It must have been a local article.—*Ex.*

At a Spiritualist meeting the other evening, a gentleman requested the medium to ask what amusements were most popular in the spiritual world. The reply was: "Reading our own obituary notices."—*Ex.*

Department of Religion.—Polite Stranger: I wish to see the religious editor, if you have one on this paper.

Office Boy (cautiously)—The—the man wot runs th' religious column is in fust room to th' right.—*Street & Smith's Good News*.

"Politics is a lottery," wrote the editor, and his edition was promptly thrown out of the mails by the postmaster, under the law against advertising lotteries. There is risk in printing anything about Lot's wife, even.—*Ex.*

An Ambition Easily Gratified.—"Papa," remarked Johnny, "I should like to be a pirate when I grow up."

"All right, my boy," returned the old gentleman, "we will put you in charge of the humorous column on a religious newspaper."—*New York Sun*.

The Carson (Nev.) *Appeal* has acquired an extensive library, by inserting the following about once a month: "People who have recently borrowed books from this office will please return them." Carsonites forget where they "borrowed" their books, and they are taking them to the *Appeal* office by the armful.—*San Francisco Call*.

A former Carbondale newspaper publisher is now a carpenter. He makes more money with his adze than he ever did with his "ads."—*Binghamton (N. Y.) Leader*.

There is this unfortunate difference between a church singer and a newspaper poet—one sings in a choir, but the other seldom sings in less than a team.—*Burlington Free Press*.

The poet and the editor were playing lawn tennis, and the latter was beaten.

"You serve well, but you can't return," said the poet.

"Can't I?" asked the editor. "Send me a poem and see."—*Harper's Bazar*.

A Close Appraisal.—Miss Sweetlips (slyly): A penny for your thoughts, Mr. Stubben!

Mr. Stubben—Thank you, Miss Sweetlips. That is just about what I am getting now in the literary market.—*Burlington Free Press*.

The Man He Wanted.—Applicant (to proprietor of great newspaper): Have you a vacancy on your staff, sir?

Proprietor—I need a circulation affidavit editor, but I don't know that you would suit. "I think I would, sir. I have been a census enumerator at Minneapolis."

"The place is yours."—*Munsey's Weekly*.

A Satisfactory Interview.—Editor: You offered yourself to my daughter last night, you say?

Squibb—Yes, sir.

"Did you compose yourself for that occasion?"

"I did; yes, sir."

"You are sure you hadn't been the rounds, and declined with thanks several times?"

"Quite sure, sir."

"My daughter found you available, did she?"

"She accepted me; yes, sir."

"Well, a professional humorist is a funny man for my daughter to marry, and you have my blessing. Check will follow soon."—*Puck*.

The Best Test of a newspaper's popularity and circulation is its advertising columns.
THE CALL
Publishes the most ads

THE
SAN FRANCISCO
Morning Call.

No Mushroom Growth
About **THE CALL**
It is a sturdy Giant Oak of three decades! That is why it now averages a thousand want ads a day

ESTABLISHED, 1853.

ACTUAL AVERAGE CIRCULATION FOR PAST 3 MONTHS:

Daily, 55,063.Sunday, 57,742.Weekly, 22,846.

THE CALL publishes the most "Want" ads. and more Real Estate ads. than any two other S. F. papers.

The proof of the pudding is in the eating.

== Read This ==

ROBINSON & KNOX—GROCERS.

"The Call the only paper."

SAN FRANCISCO, August 1, 1890.

Since 1884 we have used the daily papers to advertise our two grocery stores. We had no prejudice or preference and gave each an equal chance. As a business proposition we were, however, compelled to drop one after another when the want of sufficient returns proved to us that the investment was unprofitable. The *Call* is now the only paper in which we steadily publish our price lists and the results are always highly satisfactory to us.

ROBINSON & KNOX,

== And This ==

G. H. UMBSEN & CO.—REAL ESTATE AGENTS.

"The Call the Best."

SAN FRANCISCO, August 1, 1890.

We consider the *Call* the best newspaper, as an advertising medium, on the Pacific Coast. We receive more applications therefrom for the purchase of real estate than from all the other newspapers combined.

G. H. UMBSEN & CO.

== Also This ==

R. T. WARD & CO.—EMPLOYMENT AGENCY.

"Only Paper Used by Us."

SAN FRANCISCO, August 1, 1890.

Our employment office was started in 1859. Since then we have constantly used the columns of the *Call* to fill our orders. At present it is the only paper used by us, as we find that it is only necessary to advertise in the *Call*.

R. T. WARD & CO.

Therefore,

If you want to reach the homes of the people in California, advertise in

THE SAN FRANCISCO CALL.

NEW YORK OFFICE,
90 POTTER BUILDING.

F. K. MISCH,
Eastern Manager.

People Don't Read Advertisements.

You must admit that you are reading this one ; and does it not follow that if we can attract **your** attention, we can prepare an advertisement for you that will have a like effect upon others ?

If you desire it, we will prepare an attractive advertisement the size of this one and insert it one time, in a prominent position, in **6,864** newspapers with an aggregate circulation of more than **Three and One-half Million Copies** for **\$2,500**, or we will furnish you with an electrotype of the advertisement, to be used as you may see fit, and make a suitable charge for the labor involved in its preparation. GEO. P. ROWELL & Co., New York.

*7 Inches in
6,864 Papers with
3,500,000 Circulation or
17,500,000 Readers for
\$2,500*